RADIO LISTENING IN FINLAND 2020

Lena Brun
2020

Daily listening time

2 h 34 min

Radio reaches weekly 89%

4.4 million Finns

Source: National Radio Survey, annual report 2020 (total population, 9+)
2020

Daily listening time

2 h 34 min

Lockdown in spring affected the weekly reach of radio only slightly

Source: National Radio Survey, monthly reports 2019 and 2020 (total population, 9+)
Listening minutes: After the dip at the beginning of 2020 radio listening returned to normal.

Source: National Radio Survey, monthly reports 2019 and 2020 (total population, 9+).
Home listening increased while car listening decreased in the spring and at the end of the year 2020

Source: National Radio Survey, monthly reports 2019 and 2020 (total population, 9+)
Radio listening locations 2020:
Share of home listening grew from the previous year

Source: National Radio Survey, annual report 2020 (total population, 9+)
Radio listening locations 2020: Share of home listening grew from the previous year in every age group

- **9-24 yrs**: 38% Home, 22% Other
- **25-54 yrs**: 31% Home, 33% Other
- **55+ yrs**: 72% Home, 6% Other

Source: National Radio Survey, annual report 2020 (total population, 9+)
In addition to nationally reported radio stations, local radio stations are also measured in the radio survey.
Radio listening shares on an average day in 2020

Source: National Radio Survey, annual report 2020
Radio listening shares on an average day in 2020

Radio Suomipop (12%)
Radio Rock (11%)
Hitmix (2%)
Yle Radio Suomi (15%)
YleX (7%)
Yle Puhe (3%)
Sanoma (31%)
YLE (29%)
Bauer Media Group (34%)

25-54 yrs

Source: National Radio Survey, annual report 2020

#Radiovuosi2021
2020: How many people (9+) listened to radio on an average weekday at noon?

a) 780 000 people
b) 996 000 people
c) 1 102 000 people
Commercial radio stations have a higher weekly reach...

<table>
<thead>
<tr>
<th>Category</th>
<th>Weekly Reach %</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 9+</td>
<td>70%</td>
</tr>
<tr>
<td>9-24 yrs</td>
<td>68%</td>
</tr>
<tr>
<td>25-54 yrs</td>
<td>80%</td>
</tr>
<tr>
<td>55+ yrs</td>
<td>61%</td>
</tr>
</tbody>
</table>

Source: National Radio Survey, annual report 2020, weekly reach
Commercial radio stations have a higher weekly reach...

Weekly reach %

<table>
<thead>
<tr>
<th></th>
<th>Commercial radio stations</th>
<th>Yle</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 9+</td>
<td>70 %</td>
<td>51 %</td>
</tr>
<tr>
<td>9-24 yrs</td>
<td>68 %</td>
<td>26 %</td>
</tr>
<tr>
<td>25-54 yrs</td>
<td>80 %</td>
<td>40 %</td>
</tr>
<tr>
<td>55+ yrs</td>
<td>61 %</td>
<td>74 %</td>
</tr>
</tbody>
</table>

Source: National Radio Survey, annual report 2020, weekly reach

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...but Yle’s audience listen to radio an hour more on an average day

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Commercial Radios</th>
<th>Yle</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 9+</td>
<td>2:54</td>
<td>3:52</td>
</tr>
<tr>
<td>9-24 yrs</td>
<td>2:03</td>
<td>2:04</td>
</tr>
<tr>
<td>25-54 yrs</td>
<td>2:52</td>
<td>2:48</td>
</tr>
<tr>
<td>55+ yrs</td>
<td>3:19</td>
<td>4:24</td>
</tr>
</tbody>
</table>

Source: National Radio Survey, annual report 2020, minutes per listener
Radio listening device during the week

- Radio: 79%
- Mobile phone: 24%
- Computer: 12%

Source: National Radio Survey, annual report 2020, weekly extra questions
Radio listening device during the week

Source: National Radio Survey, annual report 2020, weekly extra questions
Radio and other audio listening with headphones during the week

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 9+</td>
<td>30%</td>
</tr>
<tr>
<td>9-24 yrs</td>
<td>46%</td>
</tr>
<tr>
<td>25-54 yrs</td>
<td>36%</td>
</tr>
<tr>
<td>55+ yrs</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: National Radio Survey, annual report 2020, extra question May 2020

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The majority of audio listening minutes is radio listening

60 % of Spotify listeners use Spotify Premium (Extra question September 2020)

Shares of audio listening vary by age group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Radio</th>
<th>Other Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-24 yrs</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>25-54 yrs</td>
<td>31%</td>
<td>70%</td>
</tr>
<tr>
<td>55+ yrs</td>
<td>5%</td>
<td>95%</td>
</tr>
</tbody>
</table>

Quiz:

2020: How many people (9+) listened to radio on an average weekday at noon?

a) 780,000 people

b) 996,000 people

c) 1,102,000 people
Daily radio listening time is 2 hours 34 minutes

Weekly reach of commercial radio 70% of the population

Radio listeners:
- daily 67% of the population
- weekly 89% of the population

Finland has 100+ FM radio stations

90% of car drivers listen to FM-radio

More choice with Radiot.fi, Areena, Supla ja RadioPlay – radio services

Source: National Radio Survey, annual report 2020

Highest rating at 09:00 on weekdays almost 1.2 million Finns listen to radio

YLE AREENA
Areena has 640,000 listeners weekly

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More information about radio listening

finnpanel.fi